

We reach the Most Affluent, Active Travelers

ISLANDS attracts the most sought after consumer - active, affluent influencers who love travel.



AFFLUENT, EDUCATED PROFESSIONALS

Male/Female	53% / 47%
Median Age	50
Married	73%
Have Children	34%
Attended College+	75%
Professional/Managerial	67%
Any Chief Officer	19%
Median Household Income	\$153,074
Average Household Income	\$243,988
HHI \$125,000 +	71.5%
HHI \$150,000 +	51.9%
HHI \$200,000 +	23.9%
Median Net Worth	\$760,755
Median Value Assets + Real Estate	\$951,301
Average Value Assets + Real Estate \$1M+	46.8%
Own Principal Residence	93%
Own Two or More Homes	33.8%
Participated in 2+ Sports in the Past Year	79%
Belong to a Private Club	49.4%

PASSIONATE, ACTIVE TRAVELERS

Currently Own a Valid Passport	82.4%
Took 1+ Foreign Round Trip in the Past Year	46.1%
Took 2+ Roundtrip Airline Flights for Vacation/Personal in the past Year	54.5%
Usually fly First/Business Class	27%
Say Comfort + Service Worth Paying Extra for When Traveling	71.5%
Stayed 5+ Nights at a Hotel/Motel in the Past Year	72.3%
Typically Stay at 4-Star or 5-Star Accommodations	67.4%
Recently Took 1+ Cruises	41.2%
Average Cost of Most Recent Trip	\$3,649

Contact your Regional Director or kerry.neujahr@bonniercorp.com to advertise.